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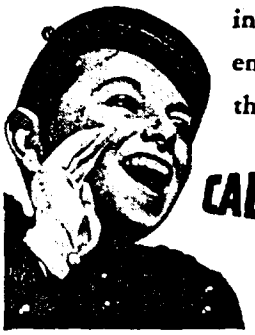
THE BIG REASON FOR THE BIG SWING TO PHILIP MORRIS

YOU CAN'T HELP INHALING —BUT YOU CAN HELP YOUR THROAT!

THAT fact — definite superiority for the nose and throat plus finer smoking pleasure — caused thousands to turn to Philip Morris — made 1941 *by far* the biggest year in Philip Morris history. Discover this keener enjoyment *yourself* . . . and join the new thousands who will make 1942 even bigger!



CALL FOR PHILIP MORRIS

America's Finest Cigarette

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PICTURE OF YOU INHALING

Every smoker does, *sometimes*—increasing exposure to irritation. But consider! Eminent doctors report—

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than THREE TIMES that of the strikingly contrasted Philip Morris . . . and the irritation LASTS MORE THAN FIVE TIMES AS LONG!

Now—enjoy *complete* smoking pleasure . . . with never a worry about throat irritation!

CALL FOR PHILIP MORRIS

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